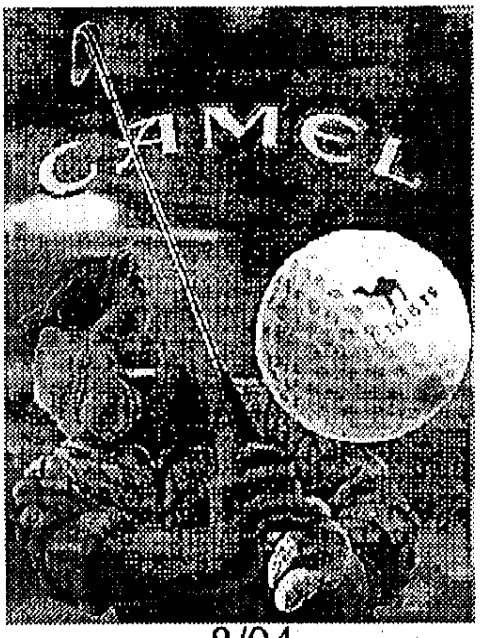
Buffalo Bulletin



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Well Summer is finally here! The weather is heating up, (except in Syracuse) along with our business which you well know. Workplan flexibility continues to be important and we expect it will remain that way through year end.

Welcome Aboard !!!
Stacey Schneider, David Beal, Alan Wallon, Robert Tatro Jennifer O'Sullivan and Hayyal Ighneim.

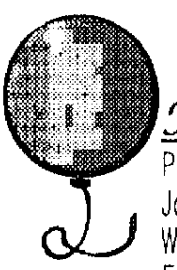
What's Hot

- ✓Making our Share of Market goals - new #1 priority!!!
- ✓Performance - seems we are on target to meet our 1.4 objective.
- ✓Increased spending to gain volume & market share at the expense of our competition.
- ✓Ongoing buydowns in targeted outlets on Camel, Select & Savings where necessary - see your DM for details for your market area.
- ✓Select Share of Market - 1.36 for May **#1 in the Country!** Congratulations - let's keep it going!
- ✓New York State Fair Program
- ✓Winston-Salem doing a special Merchandiser just for the Fair Program. Please continue to fully support the program with your creativity and determination. Thanks!!
- ✓Bob Balmer, Chris Schwartz & Nancy Moore-Natalini at Sales Rep Orientation.
- ✓Sales Materials Master Item Book - hopefully it helped!

What's Not

- Not Making our SOM Goals
- Taking Doral & Monarch prices below competition, thereby leading prices down.
- Conservative promotional spending allowing competition to out execute you.

Quote of the Month:
"Worse than being blind would be to be able to see, but not have any vision."



Happy Birthday!!!

Peter Beard
Joe Paulsen
Walter Gay
Ed Economides
Bahir Hoamid
George Buchas
Linda Baldwin
Anthony Cowart
Jessica Dierna
John Seitz
Ted Pollock

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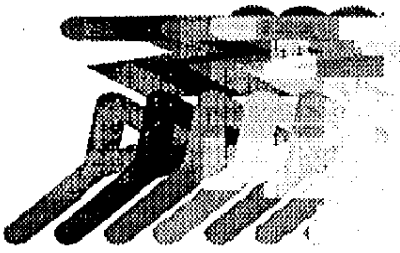
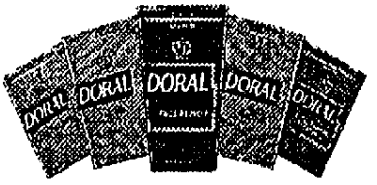


What's NEW

- We are ready to utilize postage paid envelopes for mail sent to the ROU. You should receive a supply shortly.
- In 1995, all current Master Store List information will be on-line in your Poqet computer, eliminating the need for paper MSL's.
- Winston-Salem does not have the ability to two (2) hole punch MSL's on the top. We will 2-hole punch MSL's in the ROU for you in the future.
- Third triad Full Price POS will be shipped in better packaging, for POS changeover in September.



Upcoming Promotions

Camel B2 packs get Free Metal Match	- September
(This promotion is presently being held due to US Customs, across the Country.)	
Doral B2G1F	- September
Doral Buy 2 Cartons Get 1 Free	- September
Doral Buy 1 Carton Get 5 Packs Free	- September
Camel B2G2F	- October

Local Performace Award Winners

1622 ASR **Steven Sheft**	1st Place in Select Weekends Signings
1622 ASR **Marilyn Halstead**	2nd Place in Select Weekends Signings
1610 MC **Darren DeRose**	Development of new Materials Ordering System
16xx DM **Bob Steele**	1st in Promoted Volume
16xx DM **Todd McMahon**	2nd in Promoted Volume
16xx DM **Dave Quaklinbush**	3rd in Promoted Volume
16xx SCAM **Bruce Cook**	1st in selling warehouse delivered programs
16xx CAM **Lori MacWilliams**	2nd in selling warehouse to offload Reps involvement

We have just completed the 2nd Quarter Pay Register. We noticed a large number of Reps failed to send in 7101's, backing up changes made on their Pay Registers. These same mistakes will be on your 3rdQuarter Pay Register! When receiving 3rd Quarter Preliminary Pay Registers, if 7101's are not attached, they will be returned to you for correction. This will result in late payment to your accounts. Please be advised, 7101's are necessary in completion of the Pay Register!!

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